

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Electoral Rolls – Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date – Awareness and Publicity Campaign - Publicity – Payment of Rs.4,48,000/- to M/s Livewires Advertising Private Ltd., Hyderabad towards the cost of advertisement charges on Railway Coaches for one month on 32 Trains – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 2093**

**Dated: 14-05-2014**

Read the following:-

1. Govt. Lr.No.3262/Elecs.E/A2/2013-1, dt: 20-11-2013.
2. From M/s Livewires Advertising Pvt., Ltd., Hyderabad  
Invoice No.Prod-224, dt: 28-11-2013.
3. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.

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**ORDER:**

In letter 2<sup>nd</sup> read above, work order has been issued to M/s Livewires Advertising Private Limited, Hyderabad to take up publicity by way of advertisement on Railway Coaches for one month on 100 trains @ Rs.14,000/- per train per month and 12.36% Service Tax extra in connection with Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date. Accordingly, the agency has given advertisement on Railway Coaches and furnished the invoice for an amount of Rs.15,73,040/- including Service Tax and requested for arranging payment in the reference 3<sup>rd</sup> read above.

2. After careful examination, Government hereby accord sanction for payment of an amount of **Rs.4,48,000/-** (Rupees Four lakhs forty eight thousand only) to M/s Livewires Advertising Private Limited, Hyderabad towards the cost of advertisement charges on Railway Coaches for one month on 32 Trains @ Rs.14,000/- per train in connection with Special Summary Revision of Photo Electoral Rolls with reference to 01-01-2014 as the qualifying date.
3. The expenditure sanctioned in para 2 above shall be debited to "**2015 Elections - MH 104 Charges for Conduct of Elections for Lok Sabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Lok Sabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses**" and shall be met from out of the additional funds provided vide G.O. 3<sup>rd</sup> read above.

(Contd...2...)

4. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 2 above, and credit in favour of "**M/s Livewires Advertising Private Limited, Hyderabad**" A/c No.62204300977, State Bank of Hyderabad, Old Bowenpally Branch, Secunderabad, IFSC Code: SBHY 0020812, MICR No. 500004082 & PAN No.AAACL2455K.

5. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 3<sup>rd</sup> read above..

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL,  
CHIEF ELECTORAL OFFICER & E.O  
PRL.SECRETARY TO GOVERNMENT

To

M/s Livewires Advertising Private Ltd.,

6-3-903/A/9, Surya Nagar, Raj Bhavan Road, Somajiguda, Hyderabad-82.

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF.

//FORWARDED:: BY ORDER//

SECTION OFFICER